



**SCOTTSDALE PRIDE COMMISSION
GRANITE REEF SENIOR CENTER, ROOM 10
1700 N. GRANITE REEF RD.
SCOTTSDALE, AZ 85257
THURSDAY, JANUARY 8, 2009**

MINUTES

Present: Donna Hardin (Chair)
Douglas McFetters (Vice-Chair)
Vicki Carr
Carol Cerrito (arrived at 5:52 p.m.)
Jolyn Jones
William Negrey
Rosanna Organ
Stephanie Rimmer (arrived at 5:48 p.m.)
Donald Scott
Susan Wrubel (arrived at 5:43 p.m. and left at 5:58 p.m.)

Absent: Jodi Sorrell
Stewart Walowitz

Staff: Christy Hill, Citizen & Neighborhood Resources

CALL TO ORDER

Chair Hardin called the Scottsdale Pride Committee regular meeting to order at 5:30 p.m. Roll call confirmed the presence of Committee members as noted.

APPROVAL OF DECEMBER 4, 2008 MINUTES

COMMISSIONER SCOTT MOVED TO APPROVE THE REGULAR MEETING MINUTES OF THE DECEMBER 4, 2008 MEETINGS. COMMISSIONER CARR SECONDED THE MOTION, WHICH CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0). COMMISSIONERS CERRITO, RIMMER, AND WRUBEL ARRIVED LATER AND COMMISSIONERS SORRELL AND WALOWITZ WERE ABSENT.

1. REVIEW OF 2009 GOALS

Chair Hardin recalled that the four topics the Commission chose as their main projects for 2009 were the Cigarette Butt Campaign, Adopt-A-Road Program, city and neighborhood cleanups and beautification, inclusive of Liberty Gardens and Pride Park. She explained that the five key elements of the main projects were education, volunteers, partnerships, recycling, and beautification.

Chair Hardin invited the Commissioners to voice any comments or suggestions they might have regarding the Commission's current goals and the goal setting exercise of December 4, 2008.

Discussion ensued regarding whether the Commission had taken on too many projects for 2009. Commissioner Carr pointed out that the Cigarette Butt Campaign and Adopt-A-Road Program were very large projects the Commission had become dedicated to over the past couple of years and suggested that they further some of the key elements on an individual basis.

Vice-Chair McFetters recalled bragging about the Commission's accomplishments while having lunch at Saddle Ranch with friends visiting from Texas, who then noticed a large amount of cigarette butts and litter on the path to their parked cars.

In response to Chair Hardin's inquiry regarding any further comments regarding the 2009 agenda, Vice-Chair McFetters summarized that the Commission's agenda for 2009 was basically the same as 2008 with a few additions to be addressed whenever time allowed.

Commissioner Negrey opined that beautification was actually a benefit of the Cigarette Butt Campaign, Liberty Garden planting, and additional future projects such as median flower planting and Pride Park cleanups.

Commissioner Organ stated that the upcoming art contest would assist children to teach their parents that throwing out cigarette butts creates litter.

Discussion ensued regarding the lack of accomplishments in 2007 due to the large agenda. It was the consensus of the Commission to move forward with the 2009 agenda as set forth in the December 4, 2008 minutes.

2. CIGARETTE BUTT ART CONTEST

Commissioner Wrubel reported that she recently met with the Scottsdale Center for the Arts representatives to discuss the art contest. She explained that the Scottsdale Arts Festival theme was going to be called, "Bugorama, Small and Mighty" which depicts Bert the beetle kicking butt.

Commissioner Wrubel recalled that they discussed smoking paraphernalia as not being a very exciting or descriptive theme for children and their agreement to call the art contest, "Stinkin, Smellin, Smokin Stuff." She explained that the prize levels would include first, second, third, and honorable mention.

Commissioner Wrubel stated that the Scottsdale Center for the Arts would provide a 10 foot by 10 foot pyramid top tent for displaying the children's art entries during the weekend event,

and discussed electing one representative from the City of Scottsdale, the Museum, and the Scottsdale Pride Commission to participate on the panel of judges.

She explained that the art entries could not be dropped off at the Scottsdale Center for the Arts while it was under construction and suggested placing drop off boxes and posters advertising the contest in locations such as the Scottsdale Library, the Paiute Neighborhood Center, and the Scottsdale Senior Center for submission prior to the festival.

In response to Commissioner Scott's inquiry regarding how the children would find out about the art contest, Commissioner Organ responded that the children who attend Parks and Recreation after school activities would be invited to participate.

Ms. Hill suggested holding the art contest as an on-site festival craft project in an adjoining tent with the supplies being donated by the Commission and Commissioner Wrubel agreed to present the recommendation to the Scottsdale Center for the Arts representatives.

In response to Commissioner Negrey's inquiry regarding the date the entries would be judged, Commissioner Wrubel explained that the entries would be judged on March 22, 2009 with the awards being presented the same day between 12:00 and 3:00 p.m.

Discussion ensued regarding what colors the award ribbons would need to be for first, second, and third place along with white for the honorable mentions. Commissioner Wrubel stated that 5th through 8th grades would be allowed to participate and they were still working on additional prizes besides the ribbons.

Ms. Hill suggested changing the grade range if they decide to hold the art contest on-site at the event. Commissioner Wrubel recalled their discussion to only request the entrant's first name, age, and school be written on their entry.

Discussion ensued regarding possible prizes for the art contest. Commissioner Organ volunteered to meet with the Via Colori event artists who agreed to donate prizes. Ms. Hill agreed to donate leftover gift cards from the recent Adopt-A-Road cleanup event and possibly t-shirts or water bottles.

Commissioner Rimmer suggested a supervised art lesson at the Scottsdale Artists' School or museum tickets as prizes. She elaborated that certificates from the Mayor might also add value to the prizes. Vice-Chair McFetters agreed to donate a few pool toys.

Ms. Hill directed the Commissioners to confirm donated prizes by the next meeting and to consider volunteering to work the booth at the event. She opined that the three-day event would be too many hours for the Commission to handle and suggested soliciting assistance, possibly from a fraternity.

Commissioner Wrubel recommended contacting Leslie Hadad from Imagination to locate volunteers and City staff to assist the Commission with staffing the booth.

Vice-Chair McFetters suggested follow-up with the winning artists as a photo opportunity for future Commission marketing endeavors. Commissioner Organ opined that they could submit their story to the Oprah show for their segment called "Kid's Corner."

Commissioner Wrubel reported that the only out-of-pocket costs incurred by the Commission would be for the art supplies, clothes line rope and clips to hang the art entries with. She elaborated that they could hang the entries double-sided and/or rotate them on a daily basis to ensure that all of the entries are given equal display time.

Commissioner Wrubel announced that she had to leave the meeting early and invited the Commissioners to submit all information regarding prizes and booth volunteers to Ms. Hill.

Chair Hardin suggested only a few volunteers would be needed because Parks and Recreation would be overseeing the event with their own staff members. Ms. Hill suggested developing a schedule for the three-day event before signing up volunteers to work the booth.

She reported that the Commission had approximately \$200 left in their budget and suggested that they determine the supplies and costs for discussion at the February meeting. In response to Commissioner Rimmer's suggestion that staff purchase the supplies with leftover Fry's gift cards, Ms. Hill explained that the procurement laws prohibit such an action.

A lengthy discussion ensued regarding approaching businesses for art supplies and prize donations. Chair Hardin summarized that the supplies should include poster boards, crayons, pencils, chalk, bright non-toxic markers, glue and glitter. Commissioner Cerrito suggested providing letter size drawing paper rather than poster boards to keep the entries uniform and affordable.

In response to Vice-Chair McFetters inquiry regarding whether they could hand out candy or bumper stickers at the event, Ms. Hill recalled that they still had pocket ashtrays left over. Commissioner Cerrito reported that she had not yet received bumper stickers from Keep America Beautiful.

Ms. Hill agreed to have signs prepared for the exterior of the booths and requested that the Commissioners draft the language for discussion at the next meeting. She agreed to work with Commissioner Wrubel to find out what items were already being supplied such as tables, chairs, staff, and/or art materials.

3. GREAT AMERICAN CLEAN UP, KEEP SCOTTSDALE BEAUTIFUL MONTH

Chair Hardin reported that the Keep America Beautiful Great American Clean Up was scheduled for March 1- May 31, 2009. She summarized that events already occurring in Scottsdale that dovetail onto the KAB event were the Scottsdale Arts Festival of March 20-22, 2009, Earth Day on April 18, 2009, the Adopt-A-Road Clean & Scenic event in April, and Electronics Recycling Day on May 1, 2009.

Chair Hardin requested volunteers to attend the Keep America Beautiful webinar scheduled for January 13, 2009 at 1:00 p.m. that discusses methods for initiating environmental programs and Commissioner Rimmer volunteered to register for the webinar.

Ms. Hill pointed out that the Commission would need to complete at least six hours of training in 2009 in order to retain their KAB affiliate status. She provided a short synopsis of staff's efforts marketing the aforementioned events to increase public participation.

Commissioner Scott reported that Waste Management has a program open to all certified KAB affiliates offering a \$10,000 Think Green grant for community renewal or beautification

projects and community recycling infrastructure or public education projects. He pointed out that the application deadline was November 2009 and volunteered to work on a concept for submission.

Commissioner Rimmer elaborated that they also offer a grant for existing planned community projects during the KAB Great American Clean Up timeframe. She suggested that the Commission document and track their 2009 cleanup events and art contest in order to apply for this grant in 2010.

Commissioner Scott confirmed that the Commission was not eligible for the \$5,000 Litter Prevent grant Waste Management offers, since Scottsdale is not one of the targeted cities listed. Ms. Hill agreed to agendize the subject for the April meeting and Chair Hardin requested that she also agendize a tracking discussion for future meetings.

Ms. Hill presented a summary of proposed Great American Cleanup events to be considered for support by the Commission.

COMMISSIONER SCOTT MOVED TO LEND SUPPORT TO ALL OF THE PROPOSED 2009 GREAT AMERICAN CLEANUP EVENTS AS PRESENTED IN THE SUMMARY. COMMISSIONER NEGREY SECONDED THE MOTION, WHICH CARRIED BY A VOTE OF NINE (9) TO ZERO (0). COMMISSIONERS SORRELL AND WALOWITZ WERE ABSENT AND COMMISSIONER WRUBEL LEFT EARLY.

4. PRIDE PARK

Chair Hardin invited the Commissioners to report on their visits to Pride Park and Ms. Hill volunteered to email photos of Pride Park to everyone.

Discussion ensued regarding Pride Park being a pocket park with two benches which has been kept up by neighbors and has a sign that says, "Clean & Scenic, Montessori Academy" along with the "Scottsdale Pride" sign.

Chair Hardin reported that staff received an email from Parks and Recreation conveying their willingness to work with the Commission to replace two 24" boxed trees recently vandalized in the park. She elaborated that a controlled irrigation breaker was also being repaired along with the installation of a cage to prevent further vandalism.

In response to Commissioner Organ's inquiry regarding whether the police could patrol the area, Ms. Hill stated that Parks and Recreation always reports vandalism to the Police Department.

She recalled that Terry Erickson oversees a program called "Keep an Eye on Your Park" and agreed to invite her to the February meeting to discuss the program. Commissioner Rimmer recommended a cleanup event combined with the planting of new trees and a flower bed and Commissioner Organ suggested sending letters to the neighbors regarding the Commission's efforts to help Pride Park.

Chair Hardin recalled that in response to Ms. Hill's inquiry regarding planting shrubbery, trees, and wildflowers in Pride Park, Parks and Recreation pointed out that wildflowers could not germinate due to the pre-emergent application used for weed control. Ms. Hill pointed out that

they were interested in the Commission's suggestion to plant flowers in medians as a future project.

In response to Commissioner Scott's inquiry regarding whether the City would replace the old Scottsdale Pride sign, Ms. Hill responded that the Commission would have to pay for such a replacement.

Vice-Chair McFetters suggested thinking about ways to use Pride Park to promote Commission events or to display ownership of the park. Ms. Hill recommended scheduling the planting of the replacement trees for Earth Day and agreed to find out whether the City would be purchasing the trees.

Discussion ensued regarding approaching nurseries or Lowe's regarding the donation of trees for Pride Park.

5. KAB (KEEP AMERICA BEAUTIFUL) LIAISON REPORT

Commissioner Cerrito reported that none of the articles she submitted for the Community Events section of the KAB newsletter had been published and agreed to continue submitting articles.

6. STAFF AND COMMISSION UPDATES

Vice-Chair McFetters reported that he had prepared a 2009 Commission Calendar of Events and agreed to add a column that relays which goal each event addresses.

In response to Commissioner Rimmer's inquiry regarding whether the July 2, 2009 meeting should be canceled, Ms. Hill agreed to agendize the topic as an action item on the February 5, 2009 meeting. She stated that she would email the Commission the calendar of events once it has been updated by Vice-Chair McFetters.

Commissioner Rimmer pointed out that they should still schedule a July 18, 2009 or July 25, 2009 cleanup event to fulfill their Adopt-A-Road obligation and suggested choosing a date at the June meeting. Ms. Hill reminded the Commission that they did not have to schedule a cleanup event during summer months as long as they fulfilled their three cleanups during the year.

Discussion ensued regarding the Adopt-A-Road cleanup schedule, possibly adopting another road, and recruiting fraternities or Boy Scouts to assist with future cleanup events. Commissioner Scott recommended agendizing a scheduling discussion for the February meeting.

Ms. Hill presented a Keep America Beautiful plaque sent to the Commission in commemoration of their affiliate status, and a letter confirming that all criteria had been met. Commissioner Organ expressed her appreciation of Commissioner Cerrito's efforts on the Cigarette Butt Campaign.

7. OPEN CALL TO THE PUBLIC (A.R.S. 38-431.02)

No members of the public wished to address the Commission.

ADJOURNMENT

With no further business to discuss, the meeting adjourned at 6:51 p.m.

Respectfully submitted,
AV Tronics, Inc.